TO: Supervisors

FROM: Susan Gleason

SUBJECT: Return and Confidentiality of Materials for for Umbrella Display Test, Job #83-60-83

DATE: February 1, 1983

MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632
201-947-6900 • 212-239-7256

Copy To:

MEMO

For this particular study it is absolutely imperative that all of the Raffles and Players cigarette packs, as well as both portfolios with ads, be returned to MISI as soon as the study is complete. The completed questionnaires will not be accepted and the work will not be paid for unless this procedure is followed.

During mall hours, the above-mentioned materials are not to be left unattended, nor are they to leave the interviewing area at any time. These materials, along with the questionnaires, are to be kept in one place, accessible only to personnel directly involved with the test.

To facilitate the handling of the questionnaires and the implementation of this study procedure we have pre-numbered the questionnaires from 1 to 120. All 120 of these questionnaires, completed or not, are to be returned. Additional screening pages have been enclosed for your use.

Please apprise your interviewers of these requirements.

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Source: https://www.industrydocuments.ucsf.edu/docs/gznj0004